

AMENDMENTS OF THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

1. (Currently Amended) A television schedule system configured with an electronic program guide (EPG) database, the system comprising:

- a receiving location for receiving a first television channel and a second television channel, wherein the first television channel provides regularly unscrambled television programs and the second television channel provides regularly scrambled television programs;
- a detector at the receiving location and a processor at the receiving location, wherein the [[a]] detector is coupled to [[a]] the processor for monitoring the second television channel to generate an indication when detect whether the second television channel is received without scrambling;
- the processor configured to:
 - display program listings including a first program listing associated with the first television channel;
 - determine based on an indication received from the detector that the second television channel is received without scrambling by a user that is a non-subscriber to the second television channel; and
 - modify the displayed program listings to include a second program listing associated with the second television channel in response to determining that the second television channel is received without scrambling.

2. (Previously Presented) The system of claim 1, wherein modifying the displayed program listing to include the second program listing associated with the second television channel includes turning ON the second television channel.

3-4. (Cancelled)

5. (Previously Presented) The system of claim 1, wherein the processor is configured to modify the displayed program listings based on the output of the detector.

6. (Canceled)

7. (Previously Presented) The system of claim 1 further comprising a display for displaying a portion of the program listings in a guide format.

8. (Previously Presented) The system of claim 7, wherein the display further displays a promotional message in the guide for informing a viewer that the second television channel is received without scrambling.

9. (Previously Presented) The system of claim 8, wherein the promotional message is visually distinguished from the program listing associated with the television channel that provides regularly unscrambled television programs.

10. (Previously Presented) The system of claim 8, wherein the portion of the display including the second program listing is displayed upon user selection of the promotional message.

11. (Previously Presented) The system of claim 1, wherein the processor further adds the second television channel into a list of displayed channels.

12. (Previously Presented) The system of claim 1, wherein the processor further transmits an order to subscribe the user to a service provider of the second television channel.

13. (Currently Amended) A method for operating a television schedule system configured with an electronic program guide (EPG) database, the method comprising:

receiving a first television channel and a second television channel,
wherein the first television channel provides regularly unscrambled television programs and the
second television channel provides regularly scrambled television programs;

displaying program listings including a first program listing associated
with the first television channel;

monitoring the second television channel to detect whether the second
television channel is received without scrambling;

determining that the second television channel is received without
scrambling by a user that is a non-subscriber to the second television channel;

generating an indication when the second television channel is received
without scrambling; and

modifying the displayed program listings to include a second program
listing associated with the second television channel in response to determining that the second
television channel is received without scrambling.

14. (Previously Presented) The method of claim 13, wherein modifying the
displayed program listing to include the second program listing associated with the second
television channel includes turning ON the second television channel.

15. (Previously Presented) The method of claim 13, wherein the displayed
program listings are modified based on the determination that the second television channel is
received without scrambling.

16. (Previously Presented) The method of claim 13, further comprising receiving
data from a service provider indicating the periods during which one of the regularly scrambled
television programs will be received without scrambling.

17. (Previously Presented) The method of claim 13 further comprising displaying
a portion of the program listings in a guide format in a display.

18. (Previously Presented) The method of claim 17, further comprising displaying a promotional message in the guide for informing a viewer that the second television channel is received without scrambling.

19. (Previously Presented) The method of claim 18, wherein the promotional message is visually distinguished from the program listing associated with the television channel that provides regularly unscrambled television programs.

20. (Previously Presented) The method of claim 18, wherein the portion of the display including the second program listing is displayed upon user selection of the promotional message.

21. (Previously Presented) The system of claim 1, wherein the detector monitors the second television channel while the second television channel is scrambled.

22. (Canceled)